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ABSTRACT

Contained in this report are the results of a telephone survey conducted in February 1974 among households in the metropolitan television market for Sacramento-Stockton, California. During evening hours, paid interviewers dialed 1775 telephone numbers selected randomly from telephone books. The purpose of the survey was to determine the nature of the Sacramento television market and the role of station KVIE. It was concluded that KVIE could increase its membership by increasing its use of air-time for membership appeals. An appropriate and realistic goal (assuming no increase in audience size) might be 20,000 total members in the next few years. The station has a high awareness level and a good image within the area surveyed, except perhaps in Stockton. KVIE has a solid base for growth and support, and also has large untapped potential. (The results of the study are presented in both narrative and table format.) (RB)

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COMMUNITY SURVEY

SACRAMENTO, CALIFORNIA

Conducted for KVIE-TV, February 1974

Natan Katzman

Corporation for Public Broadcasting
Office of Communication Research

August 1974

CPB/OCR 74-6020.01

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KVIE-TV
SUMMARY

This report presents the results of a television survey conducted in the area of KVIE-TV, channel 6, in Sacramento, California. A random sample of 769 homes was contacted.

Television Use

- About 22% of respondents say they "often" tune to KVIE.
- Only 25% say they never watch KVIE.
- More than 77% of all households have a color television set.
- About 93% of all homes are not linked to cable television.

Modes of Choosing Programs

- More than two-thirds of the respondents choose programs because they "like them and know when they are on."
- About 43% of the respondents make their selections by using a weekly newspaper television guide.
- Daily newspaper guides are used very little.

Program Choices

- Seven out of ten respondents believe that there is not enough "educational" programming.
- Other types of programming considered to be insufficient are, in descending order, cultural and dramatic programs, information about local issues and problems, programs such as "Sesame Street" for children, and advice and problem-solving programs.
- More than half of respondents say there is not enough information about local issues. Viewers express this more than non-viewers.
- When asked to compare program types appropriate for public television respondents give highest ratings to programs about science and exploring the world, then to national news and public affairs, and third to educational programs.

- Respondents and KVIE viewers prefer information about local news events to coverage of the actual events.

- Least favored program types are local high-school sports and coverage of local meetings, but even these are favored by 15% and 19%, respectively.

- Almost half of the respondents indicate an interest in programs to further education. The interest is greater for programs toward college credit (35%), then general adult education (25%), and help toward a diploma (11%). More educated people want such programming; less educated people show less interest.

- More than six out of ten respondents are interested in watching coverage of the state government in action. Some 77% of regular KVIE viewers are interested in such programming. As educational level rises, so does the interest in such coverage.

- Respondents most frequently indicate that television commercials are a very serious problem. Among KVIE viewers, 66% cite this; and among non-viewers this figure rises to 72%.

- Violence on television is considered a much more serious problem than sex or suggestiveness. About seven out of ten respondents say that violence is either a serious or very serious problem. But 46% of respondents say that sex, suggestiveness, and bad language is not a serious problem. The Sacramento audience is a bit more sensitive to both violence and suggestive material than a comparable group in San José.

Identification of Community Problems

- In answering an open-ended question about important community problems, respondents cite the energy crisis most frequently (the survey was made in February 1974 just before gasoline lines began to form in California). Crime and criminals are next most frequently cited, then the cost of living and prices, education and school problems, and governmental honesty.

- When asked about the importance of 20 specified problems, respondents cited cost of living and prices most frequently, then governmental honesty and the energy crisis.

- When matched against San José, Sacramento is relatively more concerned with crime and prices and relatively less concerned with energy, transportation, and the environment.

KVIE Audience and Image

- About 78% of respondents could name KVIE as the local public television station.
- Of these people, 87% say their reception is good.
- Two-thirds of all homes include people who view KVIE. One-fourth include either adult or child fans, 14% include weekly viewers, and 28% of all homes include "now and then" viewers.
- Awareness and use of KVIE is lowest in the Stockton area.
- In homes with pre-school and elementary age children, 54% of the children are regular KVIE viewing fans.

Perception of KVIE Financial Sources

- More than one-third of all respondents cannot cite even a single source of funding for public television. Even in viewing homes, more than 20% do not know any such sources.
- Two-thirds of viewers say they know KVIE is supported by viewer contributions.
- The auction is the second most frequently mentioned source of income.
- Almost three-quarters of respondents know of KVIE and say that it is "very true" that KVIE is doing a good job for the community. And almost two-thirds know that KVIE needs more money to do a good job for the community.
- Almost four out of ten of the respondents who have heard of the station say they do not know very much about it.
- More than half of all respondents think it is very important for viewers to support public television. Nearly two-thirds of "fans" think that such support is very important.

- As educational level rises, so does the level of support for public television.

- Premiums seem not to be an inducement toward membership; 80% of all respondents say they would not be any more likely to join in order to gain premiums.

Demographics of Respondents

- Viewing of KVIE rises as the number of members in a family increases.

- Viewing rises even more dramatically as educational level increases. Yet 23% of all KVIE fans are in households where no one has gone beyond high school, and nearly 60% are in households where no one has a college degree.

- KVIE's audience is approximately the same among members of different races, with the exception that the viewing level is higher among people with Spanish surnames.

- Sacramento/Stockton residents are slightly to the politically conservative side of San José respondents. San Francisco respondents are considerably more liberal.

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BACKGROUND ON SACRAMENTO AND STATION KVIE-TV

Sacramento, the capital of California, is located in a broad agricultural valley in the north-central part of the state. To the west, the coastal range separates the Sacramento region from San Francisco and the Pacific Ocean. To the east lie the Sierra Nevada mountains and Reno, Nevada.

The Sacramento television market includes two metropolitan areas (as defined by the census bureau): Sacramento and Stockton. Figures for 1970 reveal the following about the two areas:

Median income for Sacramento was $370 below the state average of $10,732; in Stockton the level was $1,130 below the level for the state.

About a quarter of the families in the region have children under six. This is below the state average (26.1%) and reflects a higher average age.

The percent of foreign-born people is lower in Sacramento (5.1%) and Stockton (8.3%) than it is in the state (8.8%).

The Stockton area contains more people engaged in agriculture (9.5%) than either Sacramento (3.0%) or the state (3.1%).

The Sacramento area contains a higher proportion of people engaged in education and public administration (9.8% and 18.4%) than does Stockton (7.3% and 10.3%) or the state as a whole (7.7% and 6.5%).

The area has fewer people employed in construction and manufacturing (15.3% in Sacramento and 21.4% in Stockton) than the state (26.9%).

The designated Sacramento/Stockton TV market ranks 24th in the nation, with roughly 600,000 TV households including 1,764,000 people. (The reach of KVIE has been estimated to be somewhat smaller.) The market contains three network affiliates (VHF), KVIE, and two UHF independent stations. The valley is relatively low and flat, allowing a fairly high-quality signal in most areas; however, stations also reach into hilly areas. A recent estimate is that there is 17% CATV penetration within the market area.

The figure is certainly higher in fringe areas. Reno, for example, has a cable system using Sacramento signals.

KVIE, channel 6, is licensed to Central California Educational TV, a community organization with a 25-member board of directors. It first went on the air in February of 1959. The station is fully interconnected with the Public Broadcasting Service. It provides color transmission via interconnection, film chain, and videotape. School instructional television service is provided to local districts, which decide what should be broadcast under the terms of a contract with the station.

In 1970, there was a significant change in KVIE. CPB funds were used to create a development department that began to actively solicit membership and community support. These efforts have produced rapidly growing membership rates for the station. In addition, in the fall of 1970, the transmitter was moved to a better tower, mid-way between Sacramento and Stockton. The improved signal has undoubtedly contributed to station growth. While KVIE is currently involved in plans for increasing local production, it is not yet capable of local live-color production, and it does not have a remote unit. These two capablilities--remote unit and live color--have been applied for and are the key to KVIE's plans for significant coverage of state legislative and political events from the capital.

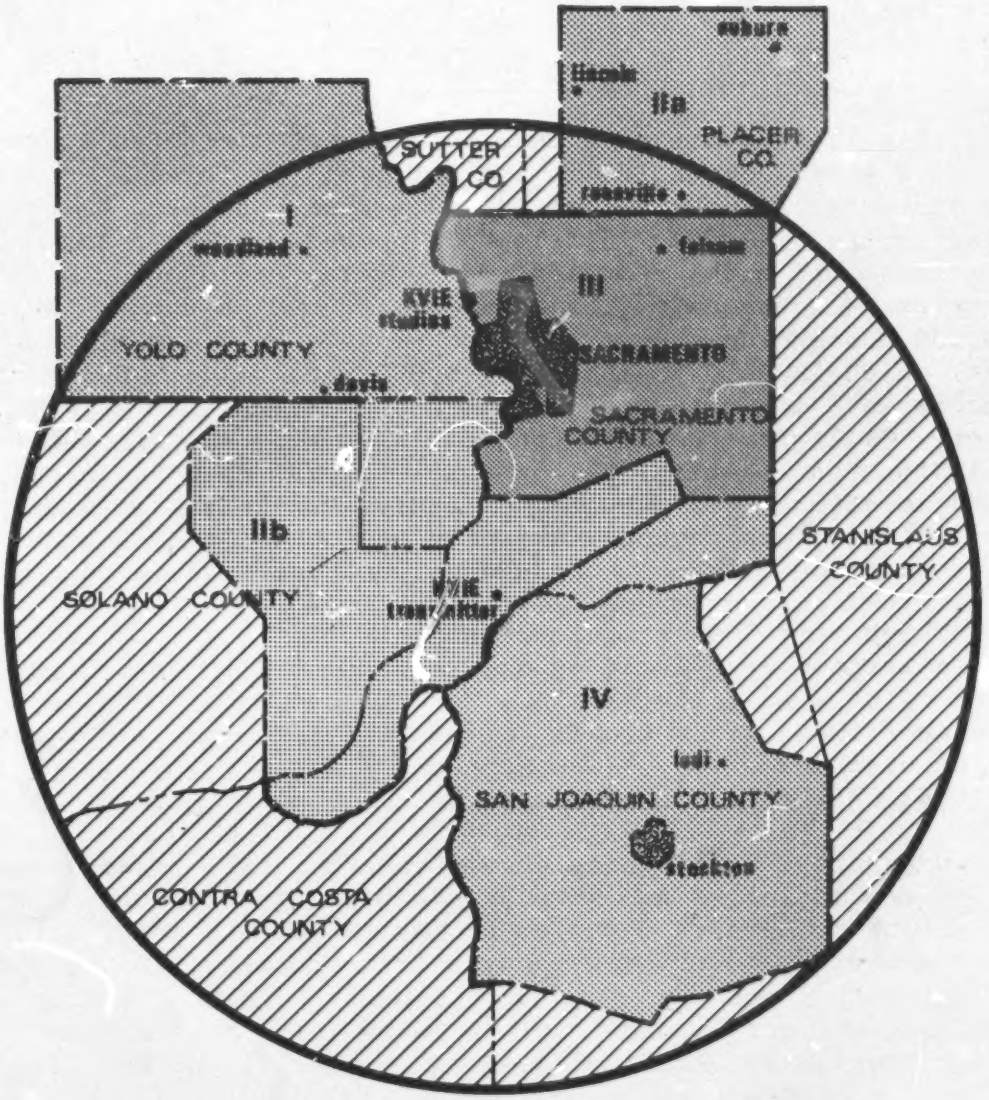
METHODOLOGY

This is a report on a telephone survey conducted in February 1974 among households in the metropolitan television market for Sacramento/Stockton, California. During evening hours, paid interviewers dialed 1,775 telephone numbers selected randomly from telephone books representing 17 telephone company dialing districts (exchanges). The area covered by the survey includes 330,000 households and corresponds roughly to the Nielsen "Metro" area, which is said to include 370,000 households. Telephone numbers were drawn in proportion to population within each district. Calls for the Stockton-Lodi area were made from a central Stockton location; all others were made from a central Sacramento location. For purposes of analysis, the survey area has been divided into four regions: the city of Sacramento, suburban and outer Sacramento, the Stockton area, and the Davis area. (See Figure 1.)

There were 769 interviews completed using two survey forms. Some questions were asked of all respondents, while others were asked of only half the sample. This procedure allowed us to ask more questions than would fit within the time limits advisable for a telephone survey. (See Appendix I for the instrument and an analysis of the telephone sample.)

Naturally, a telephone survey is not a true random sample of the population, since some people have no telephone, others may not be at home when called or may reject the interview, telephone answerers do not represent a true cross-section of people living in the home, and the 330,000 households in the area surveyed may not correspond to other homes in an area reached by a strong signal from KVIE. (Based on commercial rating sources, our best estimate is that roughly 560,000 households can receive a good signal from KVIE. This is somewhat below the 675,000 households that can receive signals from local commercial VHF stations.

Even with these limitations, the data do provide the basis for a preliminary interpretation of Sacramento viewing habits. Internal comparisons of the data, comparisons with an almost identical survey conducted in San José, and use of these figures as baselines for further research should provide valuable information for public television decisions and policies. And even while some of the findings are not statistically acceptable, they still provide information not previously available.



SURVEY REGIONS

I · DAVIS AREA
IIa & IIb · OUTER SACRAMENTO
III · SAC. METRO
IV · STOCKTON AREA

FIGURE 1. KVIE SIGNAL AREA

TELEVISION USE AND PREFERENCES

Respondents were asked whether anyone in their home often, sometimes, or never watches each of ten television channels (named by both call letter and channel number). It can be seen from Table 1 that San Francisco stations do not penetrate significantly into the survey area. Neither the commercial stations from San Francisco nor its public station, KQED, has a significant audience in the Sacramento/Stockton metropolitan area. On the other hand, 22% of the homes we contacted say that people often tune to KVIE and only 25% indicate that they never watch the station. This seems to be a rather strong figure for KVIE-TV and a base upon which future viewing and membership can be built. It compares favorably with a simultaneous survey in San José.* There, KQED, a station more firmly established than the local station, KTEH, is "often" watched in 25% of responding homes and "sometimes" viewed in 52%. In Sacramento, the KVIE "often" figure also approximates the 28% weekly cumulative audience attributed to KVIE by commercial rating services.

KVIE viewing patterns show some variations in the four regions. In the city of Sacramento and the Davis area, viewing levels are about the same as for the overall average. In suburban Sacramento, there is a higher (27%) proportion of households "often" watching the station, while the Stockton area has a lower (18%) rate. In sum, the results suggest that in the survey area KVIE is known to be available to television viewers and is not in direct competition with KQED from San Francisco.

MODES OF CHOOSING TELEVISION PROGRAMS

To determine how respondents decide which television programs to watch, we asked them six questions. They were asked to indicate whether they often, sometimes, or practically never use a particular technique. The findings, which parallel findings from a 1970 national survey and are quite similar to findings from the San José survey, indicate that the main reason people choose given programs is that they "like them and know when they are on." Figure 2 summarizes the results. More than two-thirds of the respondents use this process. About 43% of the respondents indicate that they make selections from a weekly newspaper television guide. This usage of weekly listings is especially inter-

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*CPB/OCR Report 406, "Community Survey: San José, California."

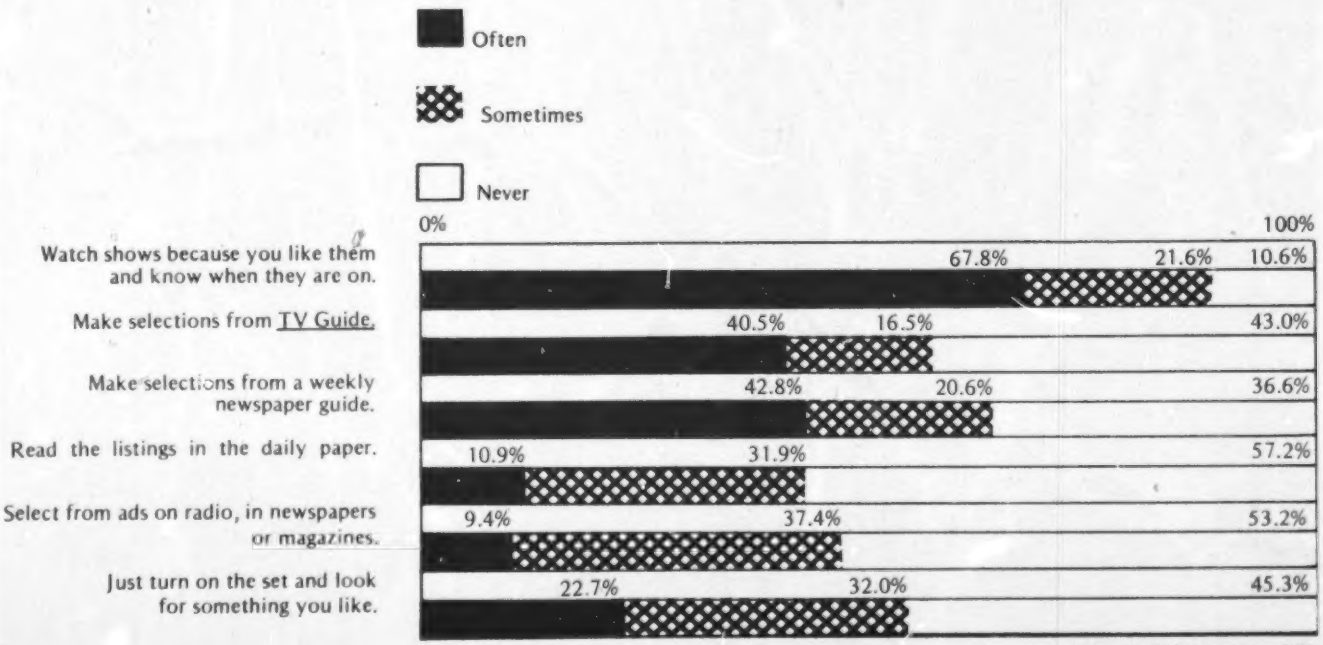
Table 1

STATION VIEWERSHIP IN KVIE AREA

Station/ Channel	Affiliation	Often	Sometimes	Never
Sacramento				
KTVX, 10	CBS	86.3%	12.1%	1.6%
KCRA, 3	NBC	76.1%	22.8%	1.0%
KVIE, 6	PBS	22.1%	53.4%	24.5%
San Francisco				
KGO, 7	ABC	3.5%	16.3%	80.2%
KPIX, 5	CBS	3.1%	12.9%	84.0%
KTVU, 2	Ind.	3.9%	17.3%	78.9%
KRON, 4	NBC	2.8%	9.6%	87.6%
KQED, 9	PBS	0.8%	6.1%	93.1%
Stockton				
KOVR, 13	ABC	83.7%	16.0%	0.3%
Dummy				
KCET, 8	Doesn't Exist	0.7%	3.7%	95.7%

Figure 2 - KVIE

Now, would you please tell me about what you do to decide which TV programs to watch? For example, do you often, sometimes, or practically never.....



Base: 100% = approx. 388

esting when compared to the number of respondents who say they use listings in the daily paper or select programs on the basis of advertisements on radio, newspapers, or magazines. It is clear that the weekly program guide is a much more important source of program information than the daily newspaper. KVIE-TV would be well advised to place its advertising into such weekly guides rather than into daily listings. It should also be noted that public television might benefit from including detailed description of its programs, and not just the titles of programs, in such weekly guides rather than in daily listings. (After all, who knows what "Interface" is if no one in the household has seen it before?) The third most popular way of choosing a program is use of TV Guide.

An analysis of responses by region indicates that people in the city and suburban areas of Sacramento are far more likely than those in the Stockton or Davis areas to choose programs because they like them and already know when they are on. Conversely, TV Guide is most popular in the Stockton and Davis areas, although in Stockton this may reflect the fact that only 17% of the respondents say they often use a weekly newspaper guide. Use of a daily paper or advertisements to choose television programs is uniformly low over the four areas, except that in the Davis area 19% of the respondents say they often use a daily newspaper for making their television selections.

Viewers and non-viewers of KVIE-TV do not significantly differ in their tendency to choose shows because they like them and know when they are on or in their use of TV Guide. However, 46% of KVIE viewers use a weekly newspaper guide, while only 35% of non-viewers use one. Generally, KVIE viewers are more likely than non-viewers to use the daily newspaper listing, but the fact that only 12% of viewers "often" use such daily listings shows how low the usage is.

Respondents who sometimes or often use newspaper listings were asked to name the daily or weekly paper. Table 2 presents the results. It can be seen that the Sacramento Bee is used by most (61%) of those who use a weekly guide, and that the Sacramento Union falls far behind at 19%. There is almost no overlap between the Sacramento and Stockton newspaper markets. Respondents in the Sacramento area use the Bee and Union exclusively and make no mention of the Stockton Record Focus. And

Table 2

USE OF DAILY AND WEEKLY NEWSPAPER GUIDES
TO SELECT TELEVISION PROGRAMS

A. SELECTIONS FROM A WEEKLY NEWSPAPER GUIDE
(Asked if respondent sometimes or often uses weekly guide)

Paper	Percent of Respondents
Sacramento Bee	60.9%
Sacramento Union	18.9%
Stockton Record Focus	10.5%
Sacramento Bee and Union	3.4%
San Francisco Chronicle	2.9%
Lodi Sentinel	1.3%
San Francisco Examiner	1.3%
The Davis Democrat	0.8%

B. SELECTIONS FROM A DAILY NEWSPAPER GUIDE
(Asked if respondent sometimes or often uses daily listings)

Paper	Percent of Respondents
Sacramento Bee	47.8%
Sacramento Union	20.5%
Stockton Record Focus	18.0%
Sacramento Bee and Union	5.6%
Lodi Sentinel	4.3%
San Francisco Chronicle	1.9%
The Davis Democrat	1.9%

while two-thirds of the respondents in the Stockton area say that they use the Stockton Record Focus as a weekly newspaper guide, only 10% of these people indicate that they use Sacramento newspaper guides.

The findings lead to several conclusions. First, viewers are likely to have established habits and to know the time and channel of favored programs. This means first that a public television station can best serve its audience and build that audience by having a regular schedule of programs that are presented at the same hour of the same day week after week. The second factor is the power of the weekly newspaper guides as opposed to daily listings and advertisements. It is clear that the best investment in program promotion is in weekly newpaper guides. It is also clear that the Stockton market can best be penetrated if KVIE places some advertising or takes newspaper space in the Stockton Record Focus. The third thing the data show is the already well-known predominance of the Sacramento Bee over the Sacramento Union in this newspaper market.

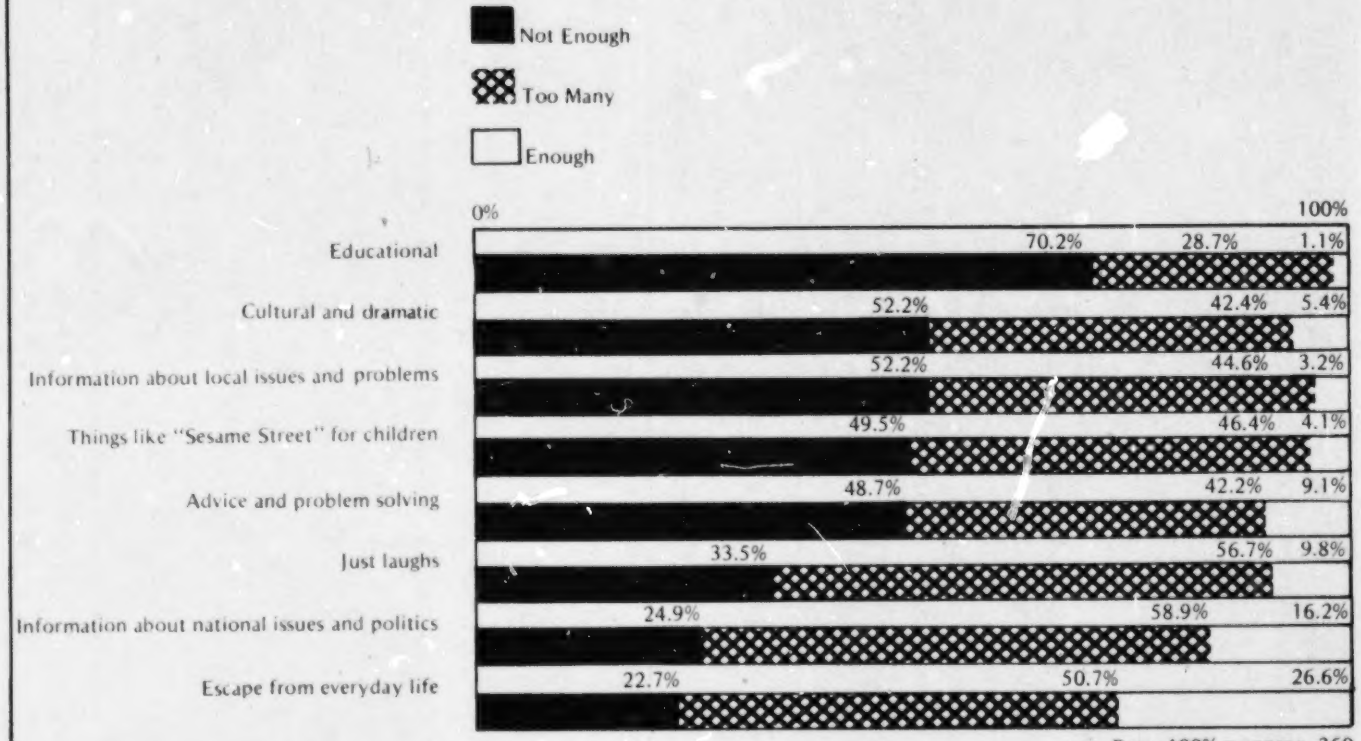
PROGRAM CHOICES

Another series of questions in this survey asked respondents whether there is enough, not enough, or too much of each of several types of television programs. As can be seen in Figure 3, 70% of the respondents indicate that there is not enough "educational" programming on the air. The proportion is slightly lower in the city of Sacramento and the Stockton area (roughly two-thirds), but higher in the Davis area and suburban Sacramento.

Viewers are more likely than non-viewers to say that there is a need for more "educational" programs. The overall results shown in Figure 3 indicate that people tend to say there are not enough television programs of the type most easily offered by public broadcasting. After educational programs, the other types considered to have insufficient programming are, in declining order, cultural and dramatic programs, information about local issues and problems, programs such as "Sesame Street" for children, and advice and problem-solving programs. The types given lowest "not enough" ratings are programs for "just laughs," those about national issues and politics, and escape from everyday life.

Figure 3 - KVIE

Television programs can be designed to provide different things.
From your point of view, does television have enough, not enough, or too many of each of these kinds of programs?



Base: 100% = approx. 360

Overall, 52% of respondents say there is not enough information about local issues; this response rises in the Stockton area to 58% and in the Davis area to 61%. Viewers are much more likely than non-viewers to say there is not enough information about local issues and problems (56% vs. 45%). Viewers (28%) are also more likely than non-viewers (19%) to say that there is not enough information about national issues and politics on television. The results of these two questions indicate that KVIE viewers are more interested than the general population in news and public affairs.

In an additional series of questions, respondents compared nine different types of television programs presented in groups of three. For each group, they were asked which type they would "like to see most" and which they would "like to see least." By using two survey forms, it was possible to have each program type compared to all eight other types. Table 3 presents the nine types in the order of frequency with which respondents said they would most like to see such programs. It also includes a mean value for each program type on a scale from 0 (type <u>always least preferred</u>) to 8 (type <u>always most preferred</u>).

The rank orders of the nine program types are the same for viewers and non-viewers, and mean scores on the 0 to 8 scale are quite similar. Programs about science and exploring the world are by far the most popular when compared to other types. Second rating goes to national news and public affairs. The programs given the lowest rating are local high-school sports and coverage of local meetings. But even for these two categories, 15% of respondents prefer local high-school sports and 19% prefer local meetings and open-microphone coverage. The order of preference is identical with that found in the San José survey. It should be noted that scores are among nine types of programs appropriate to public television. Detective stories, professional sports, situation comedies, etc. are not included. Interpretation can be made only within the categories used.

It is interesting to compare the data in Figure 3 to those presented in Table 3. Respondents are very likely to say there is "not enough" educational programming, but their first choice of programs is science and exploring the world. Educational programs are given only third place. This may indicate that it is the <u>idea</u> of educational television that is attractive.

Table 3

PROGRAM CHOICES

Now I'm going to list groups of three types of TV programs. For each group of three, tell me which type you or your family would like to see most and which type you would like to see least.

Program Type	Least	Neither	Most	(0 = least to 8 = most) Mean Value
Science and exploring the world	19.2%	25.2%	55.6%	5.44
National news and public affairs	18.9%	31.4%	49.7%	5.24
Educational or instructional programs	21.3%	41.6%	37.1%	4.46
Drama, art and culture	27.0%	36.5%	36.5%	4.36
Information about local issues and problems	24.7%	41.8%	33.5%	4.36
Practical skills and how-to-do-it programs	32.9%	39.3%	27.8%	3.80
Music and dance	39.1%	27.3%	33.6%	3.76
Local meetings of the city council, school board and community groups	47.4%	33.6%	19.0%	2.88
Local high school sports	63.8%	21.2%	15.0%	2.04

It also shows the broad definition (including scientific exploration, etc.) given to the term educational. Although almost 59% of the respondents say there is too much national news, it is the second most preferred program type among the nine presented in Table 3. It seems that there can be enough of a desired thing. People may prefer national news to seven of the eight alternatives, but they feel that there is no need for more of it.

Finally, the rating for information about local issues and problems is higher than that for local meetings of the city council, school board, and community groups. This points to a viewer preference for information about local news events rather than for live open-microphone coverage. It suggests that public television would appeal to a broader audience by presenting commentary and news summaries of local meetings rather than gavel-to-gavel coverage. (Of course, certain local meetings, like certain national ones, are so dramatic in nature that this general rule may not always prove to be true. The Watergate coverage supplied by the Public Broadcasting Service is one example; other examples include some of the more dramatic meetings of local government bodies in times of crisis.)

Analysis by household education level (see below) indicates that homes including college-educated people do not give higher ratings to coverage of local meetings and information about local issues. Analysis by region indicates that the Stockton area has a higher mean score (3.40) for interest in meetings than the general average (2.88) and a slightly lower-than-average score for local information (3.96 vs. 4.36). Other regions show no difference from the average for either category.

It should be noted that, despite low scores, 19% of the respondents prefer local meetings and live open-microphone coverage and 15% prefer local high-school sports. While these responses are far at the bottom of the rank order, they may also indicate a substantial interest in such coverage. Since KVIE's audience is not high by commercial standards, broadcasting such events may increase overall audience size in the short run. As KVIE's audience grows, such program content may prove to be less important.

In sum, the data about people's preferences in programming indicate that they say they prefer certain types of material that public television can provide, such as educational programs. When faced with a choice between nine non-commercial program types, however, respondents give highest marks to science and exploring the world and to national news. The high rating for science and exploring the world indicates that series such as "Nova" and travelogue programming may have great potential for increasing the impact of public television. National news receives a higher rating than seven other types of programming, but respondents say that there is enough of it on television. Thus, national public affairs programming may be attractive to public television viewers, but the current quantity of it provided by NPACT may be sufficient to meet the demand.

Two questions in the survey asked about interest in specific types of public television programs. As Table 4 shows, 47% of the homes contacted express an interest in programs to help adults get a high-school diploma, general adult education, or college credit. The most frequently mentioned category is college credit (35%), followed by general adult education (25%), and help toward a diploma (11%). The survey in San José found an even higher level of interest in such programming (56%). Table 4 breaks out these data for Sacramento by household educational level. Clearly, more educated people want more educational programming, while those with less education show less interest.

On a question about whether anyone in the household would be interested in watching television coverage of the state government in action, 62% of the respondents indicate such interest. This is a high figure--though not unexpected since Sacramento is the state capital. However, even this interest level was exceeded in San José, where 64% of the respondents indicate such an interest. Thus, it seems that there may be statewide interest in coverage of state government activities. Such coverage, of course, would be provided best by the station in Sacramento, KVIE. The pattern of interest in coverage of state government in action is directly related to the degree to which people watch KVIE. Some 77% of weekly viewers or fans express an interest in such programming, 58% of those "now and then" watching the station are interested, but only 51% of households never watching the station are interested. Interest in cover-

Table 4

PROGRAM CHOICES RELATED TO EDUCATIONAL LEVEL

Would anyone in your household be interested in TV programs....
by highest educational level in household

Program Type	Educational Level: Less than high school (N=34)	High school graduate (N=93)	Beyond high school (N=130)	College graduate (N=50)	Beyond college (N=67)	Total
To help adults get a high school diploma	17.6%	8.6%	14.6%	2.0%	11.9%	11.0%
For general adult education	20.6%	16.1%	35.4%	20.0%	25.4%	25.0%
For college credit	23.5%	16.1%	46.2%	44.0%	43.3%	35.4%
Cumulative score any of the above	32.4%	27.9%	58.4%	56.0%	55.2%	47.2%

age of state government activities also climbs sharply (from 56% to 78%) across five educational levels. The data indicate that KVIE may be able to perform a valuable statewide service for California public television while also increasing its own audience and membership. It is the station best suited to cover state government for its own market and for the rest of the state.

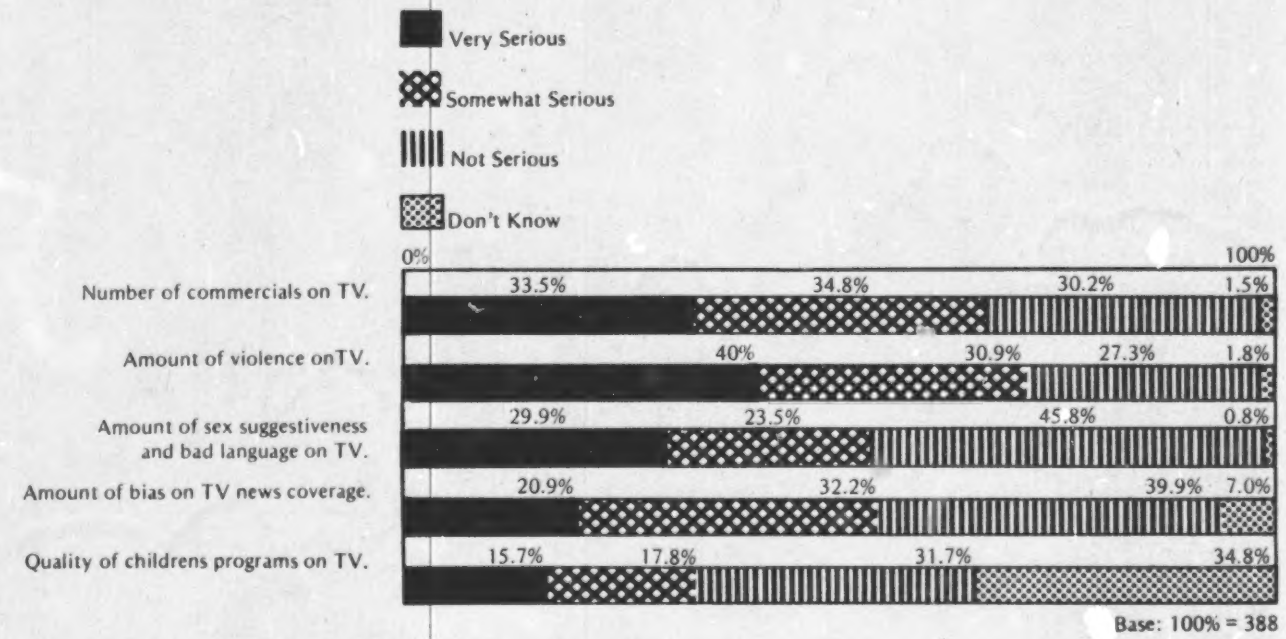
In a series of five questions, respondents were asked whether they think particular types of television content involve problems that are somewhat serious, very serious, or not serious. The results are summarized in Figure 4. It should be noted that more than two-thirds of the respondents consider the number of commercials on television to be a somewhat or very serious problem. The relative position of viewers and non-viewers on this question is interesting. While 66% of KVIE viewers consider the problems of commercials on television serious, an even higher percentage (72%) of non-viewers think they are a serious problem. This probably indicates that people who watch KVIE are not quite as bothered by commercials because their television viewing includes non-commercial programming.

Violence on television is seen by respondents in Sacramento to be a much more serious problem than sex or suggestiveness. About seven out of ten respondents indicate that violence is either a very serious or a somewhat serious problem. This proportion is higher than the proportion in the San José survey (63%). When asked whether the amount of sex, suggestiveness, and bad language on television is a problem, nearly 46% of respondents say that it is <u>not</u> a serious problem. This proportion is the same for both KVIE viewers and non-viewers. However, the San José survey found an even higher proportion (54%) of respondents who say it is not a serious problem.

The results of these two items indicate that the audience in the Sacramento/Stockton area may be a bit more sensitive to violence or suggestive material than the overall audience in the state of California. Even so, both Sacramento and San José have quite similar patterns of response to questions about commercials, bias in television news coverage, and the quality of children's programs on television. (The high proportion of "don't know" responses to the question about children's programs comes from households without children.)

Figure 4 - KVIE

Do you think that the _____ is a very serious problem, a somewhat serious problem, or not a serious problem?



Base: 100% = 388

IDENTIFICATION OF PROBLEMS IN THE COMMUNITY

The issue of community problems was approached in the survey through two different questions. First, an open-ended question asked, "Would you tell me what you think is the most important problem facing this community today?... and what other significant problems are there?" (See Table 5.) As possible, interviewers fitted answers into 20 coded categories. If they could not quickly find appropriate categories, responses were recorded and coded after completion of the survey. In the end, 28 codes were employed for responses to this question. Following the open-ended question, respondents were asked whether specific problems were very important, somewhat important, or not important. Twenty "problems" were divided among the two survey forms. (See Appendix I.)

Table 5 presents the results of the open-ended question for all respondents and for KVIE viewers. People in viewing homes are less likely than the total sample (7% vs. 11%) to say that they do not know what problems the community faces. Beyond that difference, there are no real differences in the patterns. There are more mentions of all problems among viewers. The most frequently mentioned problems involve the energy crisis. (The survey was conducted in February 1974 just before gasoline lines began to form in California.) Crime and criminals are the second most frequently mentioned type of problem; the cost of living and prices come in third. These problems are followed by education and school problems and governmental honesty.

The results of asking whether 20 specified problems are very important, somewhat important, or not important are summarized in Table 6. Items have been placed in order of frequency of "very important" responses; the far-right column presents the percentage of mentions of each problem in response to the open-ended question. It can be seen that cost of living and prices are considered very important by 94% of all respondents. The first five items in Table 6 are also the only five items with more than 10% mentions in response to the open-ended question. Three of these (cost of living and prices, governmental honesty, and the energy crisis) did not appear as significant categories in surveys conducted a year earlier in northern California. It

Table 5

PERCEPTION OF COMMUNITY PROBLEMS

Now a slightly different kind of question. Would you tell me what you think is the most important problem facing this community today?...And what other significant problems are there?

Category	Total (N=769)	Viewers (N=516)
Don't know	11.1%	7.0%
Environmental Problems		
The energy crisis	22.6%	23.4%
Public transportation. roads, traffic	4.0%	4.3%
Environment and pollution	4.2%	4.5%
Population growth and housing	2.7%	3.1%
Too much noise	.4%	.4%
Dogs and litter	.4%	0%
Subtotal	34.3%	35.7%
Governmental Problems		
Governmental honesty	11.1%	12.2%
Community planning and services	5.9%	6.4%
Government responsiveness	5.3%	5.4%
Law enforcement and police problems	4.8%	5.4%
Subtotal	27.1%	29.4%
Social Problems		
Crime and criminals	22.0%	22.9%
Education and school problems	12.6%	14.5%
Drugs and alcoholism	8.2%	7.8%
Apathy and lack of community spirit	4.8%	6.2%
Juvenile delinquency and youth	4.8%	4.5%
Media biases	2.6%	2.3%
Protection and support for children	2.2%	2.1%
Moral breakdown	2.1%	2.7%
Integration and racial problems	1.8%	1.6%
Generational/communication gap	1.4%	1.7%
Minority affairs	.7%	.2%
Strikes and protests	.5%	.6%
Restrictiveness of society	.3%	.4%
Mental health problems	.1%	0%
Subtotal	64.1%	67.5%

(More)

Table 5
(continued)

Category	Total (N=769)	Viewers (N=516)
Economic Problems		
Cost of living and prices	13.9%	15.1%
Poverty and unemployment	7.9%	8.7%
High taxes	5.5%	5.6%
Power of big business	.3%	.2%
Subtotal	27.6%	29.6%

Table 6

PERCEPTION OF IMPORTANCE OF SPECIFIED COMMUNITY PROBLEMS

Here's a list of some things that people have said are major problems in the community. Please tell me if you think the problem is very important, somewhat important, or not important.

("Don't know" not presented in table)
N = approximately 380

Problems	Very Important	Somewhat Important	Not Important	% Mention in Open-End Questions
Cost of living and prices	94.4%	5.6%	0.0%	13.9%
Crime and criminals	89.9%	7.2%	2.7%	22.0%
Governmental honesty	89.4%	7.4%	1.6%	11.1%
The energy crisis	81.9%	11.7%	5.3%	22.6%
Education and school problems	77.2%	14.6%	6.6%	12.6%
Drugs and alcoholism	75.3%	17.9%	5.2%	8.2%
Mental health problems	72.4%	18.3%	6.9%	.1%
Poverty and unemployment	71.8%	19.7%	6.5%	7.9%
Public transportation, traffic, roads	70.1%	17.7%	11.4%	4.0%
Environment and pollution	69.9%	22.3%	7.5%	4.2%
Juvenile delinquency/ youth	69.1%	20.3%	7.5%	4.8%
High taxes	67.9%	23.6%	7.0%	5.5%
Law enforcement/ police problems	67.1%	19.2%	11.9%	4.8%

Table 6
(concluded)

Problems	Very Important	Somewhat Important	Not Important	% Mention in Open-End Questions
Community planning/ services	57.9%	26.7%	12.4%	5.9%
Apathy and lack of community spirit	53.1%	29.0%	13.7%	4.8%
Population growth and housing	50.3%	31.1%	17.1%	2.7%
Minority affairs	48.9%	27.0%	21.4%	.7%
Dogs and litter	44.7%	32.7%	21.8%	.4%
Integration and racial problems	42.1%	35.3%	21.6%	1.8%
Too much noise	22.0%	31.1%	45.3%	.4%

should be noted that respondents in San José indicate a different order of importance when given the same survey item. Cost of living and prices (86%), governmental honesty (80%), energy crisis (78%), crime and criminals (75%), public transportation (74%), environment and pollution (73%), and education and school problems (68%) headed the list there. Comparisons of all data across the two communities indicate that Sacramento is relatively more concerned with crime and prices and relatively less concerned with energy, transportation, and the environment when matched against San José.

KVIE AUDIENCE AND IMAGE

All respondents were asked whether there is an educational or public television station that people in the area can receive. Eight out of ten indicate that there is such a station, and 78% of them name KVIE-TV (or channel 6) as the public television station. This seems to be a fairly high level of awareness of KVIE, and it corresponds closely with the 75% of respondents who indicate that someone in the household often or sometimes watches KVIE-TV. If the respondent indicated that he or she had heard of KVIE, we asked whether the station could be received on a television set in the home. Of those who said yes, 87% indicated that their reception of KVIE-TV is good. It should be emphasized that our survey was restricted to areas relatively near the KVIE transmitter. Data from commercial rating services indicate that outside the metropolitan area viewing of KVIE falls off rapidly. Thus, while 28% of the homes in the metropolitan area view KVIE at least once a week, in the outer area reached by Sacramento commercial VHF stations, only 15% are weekly KVIE viewers, according to the ratings.

Awareness that there is a public television station in the area is high in the city and suburbs of Sacramento (84%) and in Davis (90%), but in the Stockton area the awareness of public television (68%) is much lower. Yet those who know about KVIE in the Stockton area say their reception is equally good. (In fact, outer Sacramento, at 80%, indicates the lowest level of reception for the KVIE-TV signals.)

As Figure 5 shows, about three-fourths of the respondents say that KVIE is doing a good job for the community, and almost two-thirds believe it needs more money in order to do a good job.

We next asked respondents who had heard of and could receive KVIE-TV how they would assess the viewing patterns of the adults in their home. (We assumed that if they could not receive the channel or had never heard of it they were not viewers.) Results indicate that 36% of the sample can be classified as non-viewing adult homes; 15% are adult "regular viewing fans"; 15% have adults viewing at least once a week; and another 34% include adults who now and then watch KVIE-TV. In 228 homes there are pre-school or elementary school children, and KVIE is known to exist and can be received clearly. Among these homes, 54% indicate that the children in the home are regular viewing fans of the station. When these data are placed in the context of our total sample, we find that 16% of all households surveyed contain children who are "regular viewing fans" of KVIE-TV, and 25% contain children who watch KVIE regularly, once a week, or now and then. We combined the results of these two items (adult viewing and viewing among children) to create an index of home viewing. The results, as presented in Table 7, indicate that 67% of all homes sampled include people who view KVIE. One-fourth of all homes include either adult or child fans of the station, 14% include weekly viewers, and 28% of all homes include people who now and then watch KVIE. (The 67% identified by this procedure have been analyzed as "viewers" in this report.)

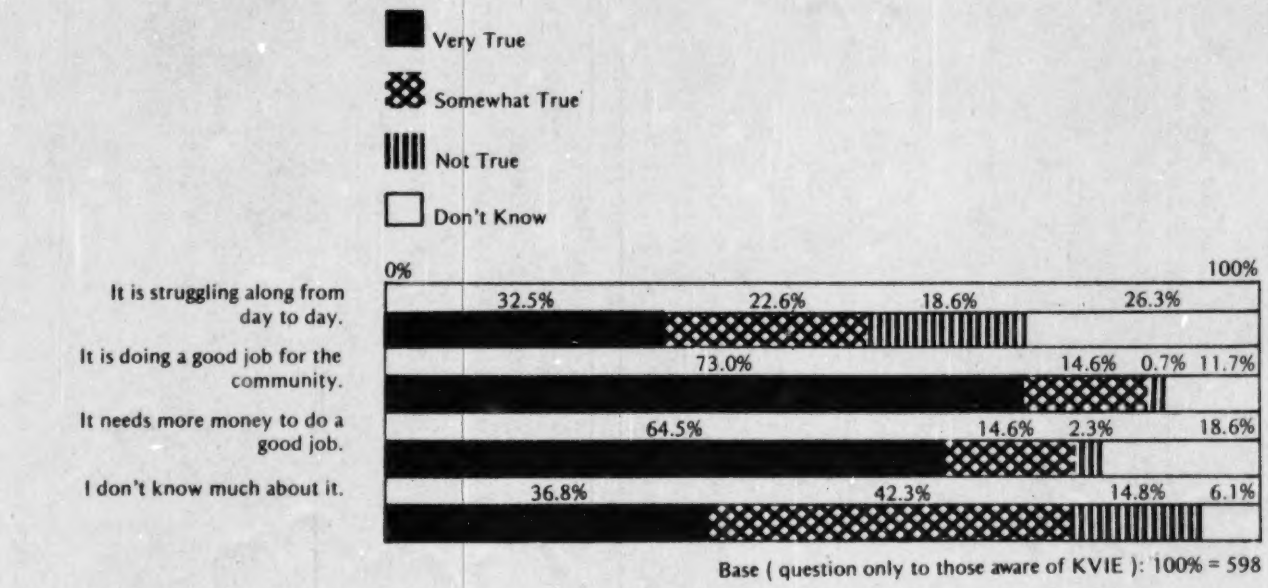
PERCEPTION OF KVIE FINANCIAL SOURCES

Respondents were asked if they know where public television gains the money to show programs without commercials. If they said they knew, we asked them to specify the source. Table 8 presents a summary of these findings. (The total percentages in Table 8 are greater than 100% because we allowed respondents to give up to three answers)

More than one-third of all respondents could not cite even a single source of the finances for public television. Even more surprising, more than 20% of the respondents in viewing

Figure 5 - KVIE

Would you tell me if you think the following statements about KVIE, channed 6, are very true, somewhat true, or not true.....



Base (question only to those aware of KVIE): 100% = 598

Table 7

SENSE OF KVIE-TV AS A PUBLIC STATION

Do you know whether there is an educational or public television station that people can receive in this area?

Total number of respondents = 764
There is a station = 620 = 81.2%

KVIE as first choice = 591
KVIE as second choice = 7
} 598 = 78.3% of total

KQED as first choice = 14 = 1.8%

96.5% of people aware of a station

Reception if KVIE-TV was named:

Yes = 87.1% Poor = 11.0% No = 1.9%

Which of these statements best describes the adults in your home?

They are regular viewing fans of KVIE-TV = 115 = 15.1%
They watch KVIE-TV at least once a week = 116 = 15.2%
They now and then watch KVIE-TV = 256 = 33.5%
Homes with adult viewers = 63.7%

Which of these statements best describes the pre-school or elementary school children in your family?

They are regular viewing fans of KVIE-TV = 124 = 16.2%
They watch KVIE-TV at least once a week = 25 = 3.3%
They now and then watch KVIE-TV = 44 = 5.6%
Homes with child viewers = 25.3%

All homes: Fans = 24.9%
Weekly = 13.7%
Now and then = 28.4%
} 67.0%

Table 8

KNOWLEDGE OF SOURCE OF KVIE-TV FUNDS

Do you know where educational or public television gets the money to show programs without commercials? Where?

Source	Total (N=762)	Viewers (N=515)
Viewer contributions	54.2%	66.0%
Auction	19.8%	24.7%
U.S. government	12.1%	15.5%
Corporations	12.1%	16.3%
State government	3.4%	3.9%
School district	1.4%	1.4%
Other	10.4%	13.0%
Don't know	33.6%	20.4%

homes do not know where KVIE receives its financial support. In fact, 12% of respondents in homes classified as "fans" of KVIE have no idea how the station receives its income. This indicates that KVIE has more room for on-air promotion of membership. If the awareness level is this low, then some fans and some regular viewers still have not been reached by membership appeals.

Two-thirds of the viewers say that they know KVIE is supported by viewer contributions. Only 25% of non-viewers know that this is a source of income for public television in Sacramento. The auction is the second most frequently mentioned source of income. It is mentioned by almost a quarter of all viewers and almost a fifth of the total sample.

We asked respondents in our sample who are aware of KVIE (nearly 80%) to indicate the degree of truth (very true, somewhat true, not true, don't know) of four statements about KVIE-TV. The results are summarized in Figure 5 above. It can be seen that KVIE has quite a good image among those who are aware of it. Of all those asked, 73% indicate that it is very true that KVIE-TV is doing a good job for the community; less than 1% of the respondents say that this statement is not true. It is also clear that the respondents know that KVIE needs more money to do a good job for the community. (65% of the respondents indicate that this statement is very true, and only 2% feel that it is not true.)

On the other hand, 37% of respondents who have heard of the station say that they do not know very much about it; only 15% indicate that such a statement is not true. So KVIE does have the potential of making itself more familiar among the general viewing public.

The more often people watch public television, the more likely they are to say that it is very important that they contribute money to support their local station. Table 9 shows that more than half of the total sample think that it is very important for viewers to support public television. Nearly two-thirds of respondents in homes that are classified as "fans" think that such support is very important, while other viewing and non-viewing homes show a decreasing tendency to think sup-

Table 9

IMPORTANCE OF INDIVIDUAL CONTRIBUTIONS TO KVIE-TV

If people in your home watch public television pretty regularly, do you think that it would be very important, somewhat important, or not important for you to contribute money to support the station?

Category	N	Very Important	Somewhat Important	Not Important	Don't Know
TOTAL	761	53.0%	29.0%	11.7%	6.3%
Fans	191	64.4%	26.7%	5.2%	3.7%
Other Viewers	322	55.9%	29.5%	9.9%	4.7%
Non-Viewers	248	40.3%	30.2%	19.0%	10.5%
Sacramento City	439	55.8%	28.7%	10.5%	5.0%
Suburbs	112	50.0%	30.4%	8.9%	10.7%
Davis	48	70.8%	18.8%	8.3%	2.1%
Stockton	162	42.0%	32.1%	17.9%	8.0%
Less than High School	76	38.2%	26.3%	22.4%	13.2%
High School Graduate	184	44.0%	32.1%	15.8%	8.2%
Beyond High School	251	55.0%	30.7%	12.4%	2.0%
College Graduate	116	60.3%	28.4%	5.2%	6.0%
Beyond College	125	64.8%	24.8%	4.0%	6.4%

port is important (even though we asked "If people in your home watch..."). The breakdown of responses by region shows very strong support among the small proportion of the sample in the Davis area, no real differences in Sacramento and its suburbs, and a lower level of support in the Stockton area. (This finding is parallel to viewership levels in the respective regions.) A clear and strong relationship also exists between perceived importance of public television support and educational level. As the level of education rises from less than high school on up to college, respondents are more and more likely to say it is very important for viewers to support public television. Since education is often related to income, this response may in part reflect an ability to pay.

Table 10 summarizes responses to questions about premiums. The interviewers said, "Here's a list of things that have been offered to new members. Would you be much more likely, somewhat more likely, or not any more likely to join in order to get...." The surprising finding was that about 80% of all respondents said they would not be any more likely to join a public television station in order to get any of the four types of premiums mentioned. These results parallel results that have been found in other areas of the country. They indicate that premiums may not be as effective a means for increasing membership as was previously supposed. It may be that they should be offered only in cases where members raise their contribution level or in cases of a new member making an initial contribution above the minimum membership price. It should be noted that neither viewers nor fans differ from the overall sample in their response to premiums.

TELEVISION USAGE

Television availability is quite high among the sample contacted. More than 77% of all households have a color television set. The proportion among KVIE viewers is even higher (79%). Within the area of the survey, reception of KVIE and all other stations is fairly good. About 93% of all homes are not linked to cable television, and this proportion rises to 95% among KVIE viewers. Thus, the impact of cable television on KVIE viewership is probably not adequately reflected in the survey. (Data from mid-1973 indicate that KVIE was carried by cable systems with a total of only 60,000 subscribers.)

Table 10

IMPORTANCE OF GIFTS TO INCREASE MEMBERSHIPS

Here's a list of things that have been offered to new members. Would you be much more likely, somewhat more likely, or not any more likely to join in order to get...

Item	Much More Likely	Somewhat More Likely	Not Any More Likely
Books like cookbooks or art books	7.1%	11.8%	78.0%
Trading stamps	6.2%	11.4%	80.3%
Gift items like French chef knives	5.3%	9.7%	82.5%
Membership in a discount travel club	7.8%	11.8%	77.9%

DEMOGRAPHICS OF RESPONDENTS

Figure 6 and Table 11 show the characteristics of KVIE viewers and the general population. As family size increases from one person to four people per household, the proportion of KVIE fans and viewers increases. (See Figure 6, Part A.) Nearly 30% of KVIE fans are in four-person households, far more than in the total sample. The slight decrease in KVIE fanship and viewership between households of four persons and those of five or more can probably be attributed to different educational levels and ages when two-child homes are compared to homes with three or more children.

The trend that KVIE viewership increases with educational level is even more striking, as can be seen in Figure 6, Part B. As education level increases, a higher and higher proportion of households tend to be fans or viewers of KVIE. On the other hand, it is still true that 22% of all fans of KVIE are in households where no one has gone beyond high school and nearly 60% of all KVIE fans are in households where no one has received a college degree.

It can be seen from Part C of Figure 6 that the KVIE fans and viewers are most frequently in the 26-to-35-year-old respondent group and the 36-to-45-year-old respondent group. Homes in which respondents are older than 45 years old are decreasingly likely to be viewers or fans of KVIE. There are at least two implications of this pattern. The first is that KVIE, by virtue of its children's programming, appeals to families with young children, and therefore the adults in the home tend to be 26-45. A second implication is that public television appeals to slightly more educated people. (See Figure 6, Part B.) These people tend to be in the same age group. Older people seem to have relatively lower levels of education. They may also have more rigid television viewing habits.

We found that KVIE's audience is approximately the same among members of different races. (See Figure 6, Part D.) An exception is the Spanish-surnamed group, which includes a higher proportion of KVIE fans than any of the other racial groups. Notice that 15% of the fans of KVIE are non-whites, while only 13% of the total sample population is non-white.

Figure 6 - KVIE

A. KVIE Audience by number of persons in household.

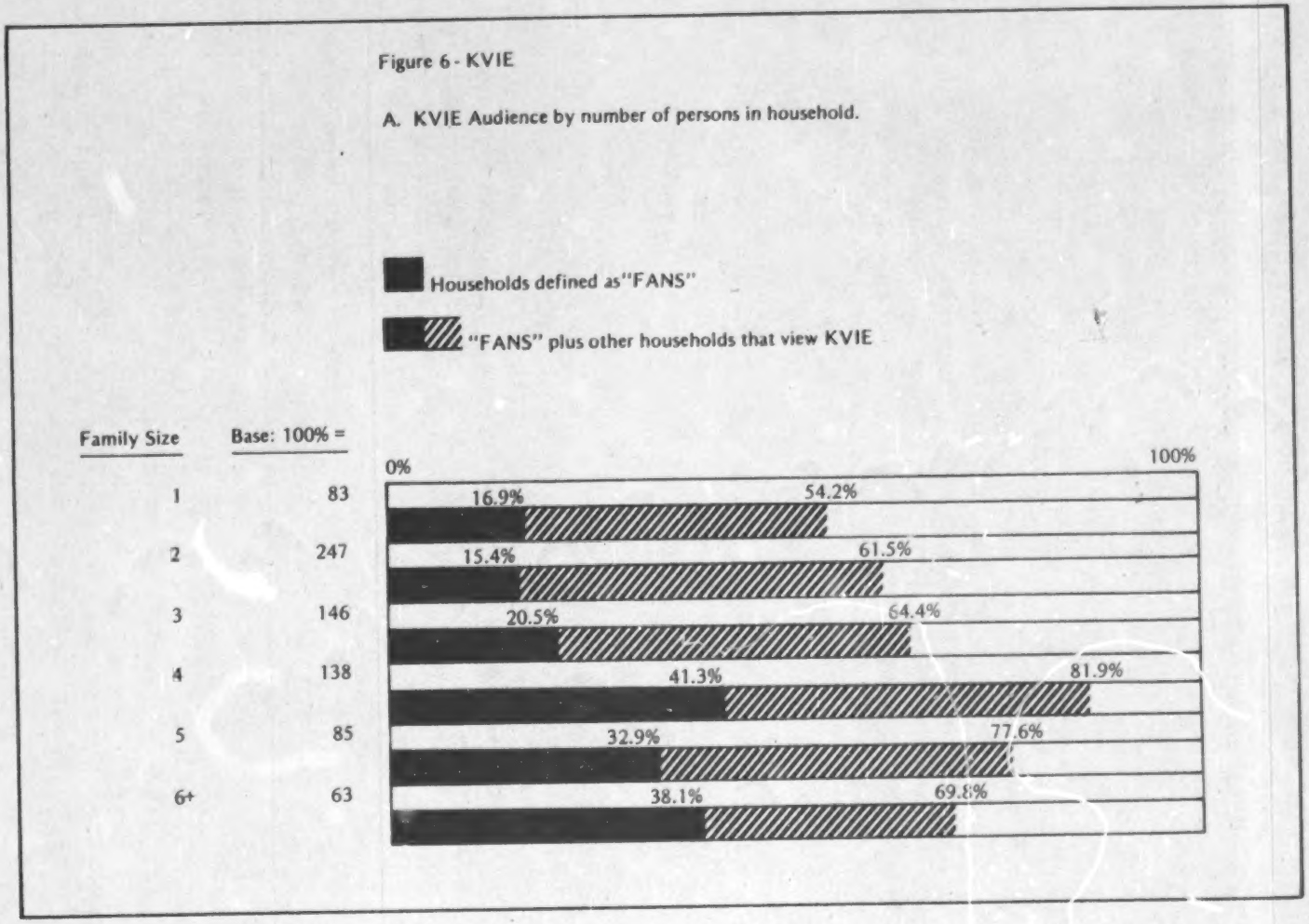


Figure 6 (continued)

B. KVIE audience by household education level

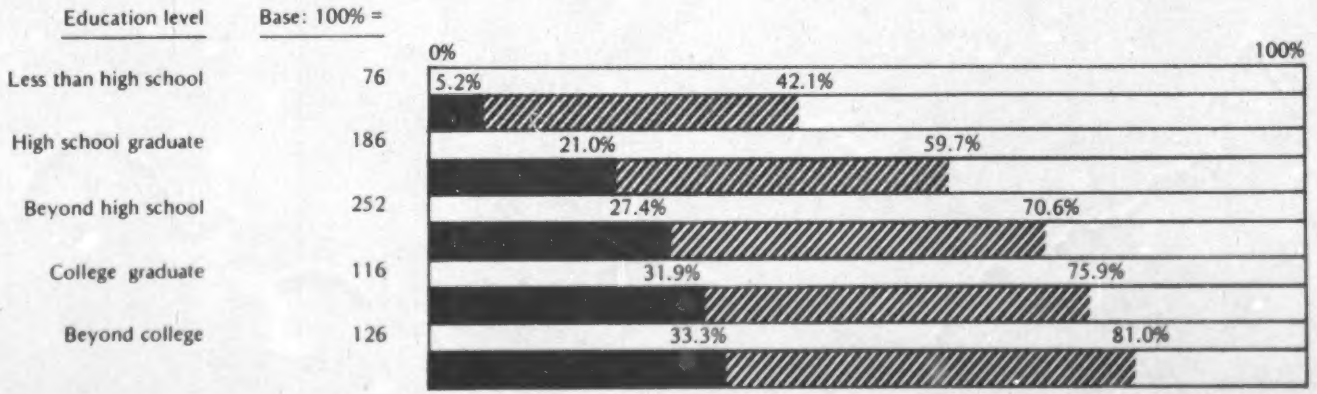


Figure 6 (continued)

C. KVIE Audience by age of respondent

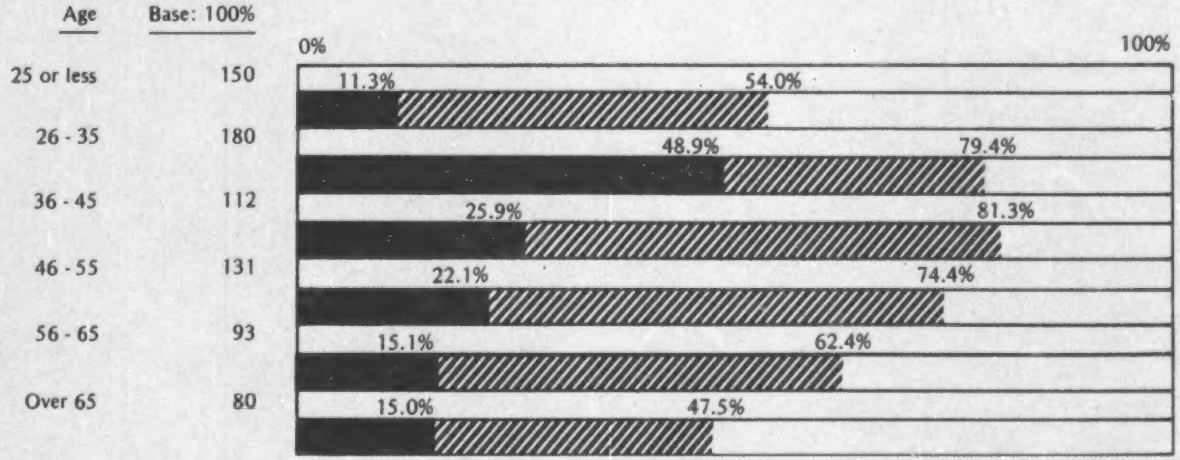


Figure 6 (continued)

D. KVIE Audience by race of respondent

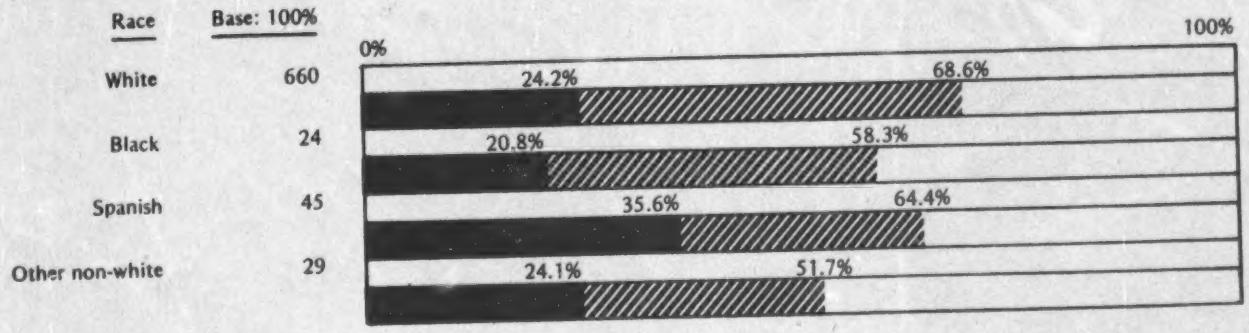


Figure 6 (continued)

E. KVIE Audience by political views of respondent

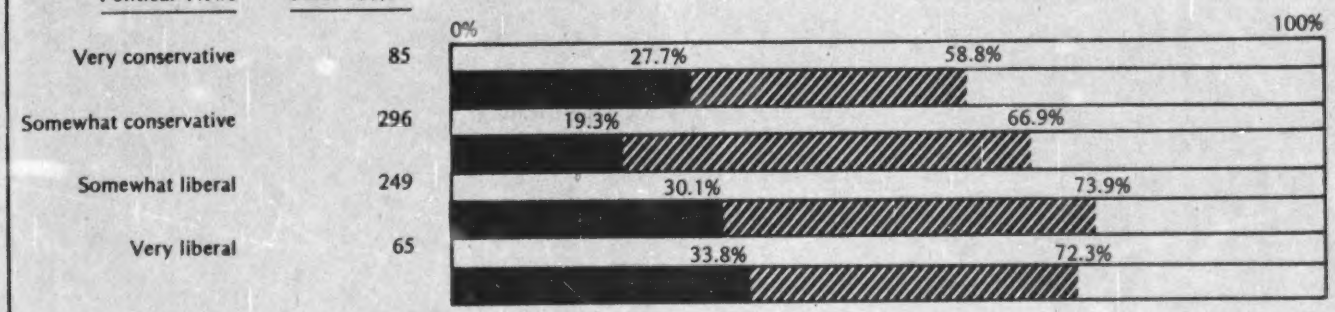


Table 11

DEMOGRAPHICS OF SAMPLE

A. How many people including children live in your home?

Family Size	Percent of Fans	Percent of Viewers	Percent of Total
1	7.3%	8.8%	10.9%
2	19.9%	29.6%	32.4%
3	15.7%	18.3%	19.2%
4	29.8%	22.0%	18.1%
5	14.7%	12.8%	11.2%
Over 5	12.6%	8.6%	8.2%

B. "Most years of school finished" by anyone in household.

Level of School Finished	Percent of Fans	Percent of Viewers	Percent of Total
Didn't finish high school	2.1%	6.2%	10.0%
High school graduate	20.4%	21.6%	24.4%
Some beyond high school	36.1%	34.6%	33.1%
Four-year college degree	19.4%	17.1%	15.2%
Beyond four-year college	22.0%	19.8%	16.5%

(More)

Table 11
(concluded)

C. Age of respondent.

Age	Percent of Fans	Percent of Viewers	Percent of Total
25 years or less	8.9%	15.8%	19.8%
26-35 years	46.1%	27.9%	23.7%
36-45 years	15.2%	17.8%	14.8%
46-55 years	15.2%	18.9%	17.3%
56-65 years	7.3%	11.3%	12.3%
Over 65	6.3%	7.4%	10.6%

D. And what is your race or national origin?

Race	Percent of Fans	Percent of Viewers	Percent of Total
White	83.8%	88.1%	86.6%
Black	2.6%	2.7%	3.1%
Spanish	8.4%	5.6%	5.9%
Oriental	1.6%	1.6%	1.3%
Other	2.1%	1.9%	2.5%

E. And, finally, would you say your political views are...

	Percent of Fans	Percent of Viewers	Percent of Total
1 Very conservative	12.1%	9.7%	11.2%
2 Somewhat conservative	30.0%	38.6%	39.0%
3 Somewhat liberal	39.5%	35.9%	32.8%
4 Very liberal	11.6%	9.2%	8.6%
5 Radical	1.6%	1.4%	1.3%
Don't know	5.3%	4.7%	6.1%
Average score (out of 5.0)	2.58	2.51	2.46

Finally, in comparing the political views of KVIE fans, viewers, and the total sample, we find no striking differences. (See Figure 6, Part E.) Roughly half of all three categories fall on either the somewhat conservative or somewhat liberal side of the five-point political scale used in the survey. This is shown by the average score of 2.46 on a five-point scale for all respondents and a score of 2.58 for KVIE fans. This difference is negligible. It should be noted that Sacramento/Stockton respondents are slightly to the conservative side of San José respondents on this scale. San Francisco respondents are considerably more liberal in their political attitudes.

The composite description of the KVIE audience that can be drawn on the basis of data in Table 11 and Figure 6 has several key components. Larger families are more likely to watch KVIE, and four-person households contain the highest proportion of KVIE fans and viewers. (Commercial ratings show increased television viewing with family size, but there is even more viewing as families grow larger than four persons.) The amount of viewing and the educational level of the household are related, although households including college graduates form only 41% of the fans of KVIE. KVIE fans and viewers are most frequent when respondents are in the 26-45-year-old age range. This seems to be in accord with the data for household size (including presence of young children) and educational level. Fully 46% of the respondents in homes where adults or children are fans are between 26 and 35 years old. The distribution of fans and viewers among different races and among people with different political views does not differ significantly from the total sample, although the Sacramento/Stockton area is a bit more conservative than the San José area (which has a slightly higher educational level and a lower average age).

CONCLUSIONS

The data from this survey and other available information can be combined to give a useful picture of the Sacramento television market and the role of KVIE there. In the area surveyed, KVIE is the public television station. Its audience is strong by public television standards, although there is a fall-off in the Stockton area. Other rating sources reveal that a weekly

rating of 28% in the metropolitan Sacramento area drops to 15% in outer regions reached by Sacramento television stations. Thus, there is some room for KVIE to broaden its appeal, awareness level, and signal quality beyond metropolitan Sacramento.

Another point about the relationship between the metropolitan and outer audience is that Sacramento/Stockton is not like more urbanized centers. In big cities, there is usually something like a 2:1 ratio of metropolitan to outer homes. The ratio for this market is roughly 1:1, indicating a population base that is spread throughout the television signal area.

Respondents in this survey and elsewhere have said a qreat deal about their habits and preferences. There are programs that they know about and watch regularly; they use weekly newspaper guides and TV Guide more often than daily papers to choose programs; they say there is not enough "educational" programming on the air; and among nine public television program types they most prefer science and exploring the world and national public affairs content. We also found a considerable amount of interest expressed in educational material for adults and coverage of state government. This interest increases with educational level; the least educated are the least interested.

An image of the characteristics of Sacramento respondents emerges from the survey data. When compared to respondents in San José, they are more concerned with prices and criminals than with the issues of pollution and transportation. They are also a bit more concerned with violence and sex on television (although they are not extremely sensitive to sex, suggestiveness, and bad language on television); they are a bit older and have a somewhat lower level of educational achievement; and they are mostly in the middle of a liberal-conservative political scale. In sum, it seems to be a moderate community--neither overly critical of change nor particularly interested in the "avant garde"--concerned with "bread and butter" issues.

Other sources indicate that KVIE has some 155,000 viewing homes per week. As viewing increases, so does the tendency to say that viewers should support public television. A surprisingly large proportion of KVIE viewers do not know where the station gets its financial support.

These facts point to the conclusion that KVIE-TV could increase its membership considerably by increasing its use of air time for membership appeals. An appropriate and realistic goal (assuming no increase in audience size) might be 20,000 total members in the next few years. (This would require a member-to viewer ratio less than that currently enjoyed by several public television stations.) The station has a high awareness level and a good image within the area surveyed, except perhaps in Stockton. The clear conclusion can be drawn from the data that KVIE has a solid base for growth and support. It is by no means the strongest station in the public television system, but it has considerable untapped potential.

APPENDIX I

SURVEY INSTRUMENT AND

CHARACTERISTICS OF SAMPLE

(Note that pages 1 and 2 of the two forms of the instrument are different; pages 3-5 are identical.)

SURVEY INSTRUMENT

Hello! (If child answers, try to get an adult male.) My name is _____ and I'm calling for a communication research institute. We're doing a television survey, and would like to ask you a few questions if it's all right.

A. First, do you have a TV set in your home?
B. Is there a color TV in your home?
C. Do you have cable television?
D. I'm going to read a list of TV stations that can be picked up by some TV sets in this area. Would you please tell me whether people in your home often, sometimes, or never watch each station. When I name the station, just say often, sometimes, or never. O.K.?

Channel 2 (KTVU)	Channel 8 (KCET)
Channel 4 (KRON)	Channel 9 (KQED)
Channel 6 (KVIE)	Channel 10 (KTVX)
Channel 7 (KGO)	

E. Now, would you please tell me about what you do to decide which TV programs to watch? For example, do you often, sometimes, or practically never...

...watch shows because you like them and know when they are on
...make selections from TV Guide
...make selections from a weekly newspaper guide
(if often or sometimes) which paper
...read the listings in the daily newspaper
(if often or sometimes) which paper
...select from ads on radio, in newspapers, or magazines
...just turn on the set and look for something you like.

G. Do you think that the number of commercials on TV is:

(1) a very serious problem (3) not a serious problem
(2) a somewhat serious problem (4) don't know

H. Do you think that the amount of sex, suggestiveness, and bad language on TV is:

(1) a very serious problem (3) not a serious problem
(2) a somewhat serious problem (4) don't know

I. Do you think that the quality of children's programs on TV is:

(1) a very serious problem (3) not a serious problem
(2) a somewhat serious problem (4) don't know

J. Do you think that the amount of violence on TV is:

(1) a very serious problem
(2) a somewhat serious problem
(3) not a serious problem
(4) don't know

K. Do you think that the amount of bias in TV news coverage is:

(1) a very serious problem
(2) a somewhat serious problem
(3) not a serious problem
(4) don't know

L. Now I'm going to list groups of three types of TV programs. For each group of three, tell me which type you or your family would like to see most and which type you would like to see least.

1. Music and dance
2. National news and public affairs
3. Drama, art, and culture

---

1. Science and exploring the world
2. Local high-school sports
3. Practical skills and how-to-do-it programs

---

1. Educational or instructional programs
2. Local meetings of the city council, school board, and community groups
3. Information about local issues and problems

---

1. Local high-school sports
2. Information about local issues and problems
3. Music and dance

---

1. National news and public affairs
2. Practical skills and how-to-do-it programs
3. Educational or instructional programs

---

1. Science and exploring the world
2. Drama, art, and culture
3. Local meetings of the city council, school board, and community groups

SURVEY INSTRUMENT

Hello, (if a child answers, try to get an adult male.) my name is _____ and I'm calling for a communication research institute. We're doing a television survey, and would like to ask you a few questions if it's all right.

A. First, do you have a TV set in your home?
B. Is there a color TV set in your home?
C. Do you have a cable TV in your home?
D. I'm going to read a list of TV stations that can be picked up by some TV sets in this area. Would you please tell me whether people in your home often, sometimes, or never watch each station. When I name the station, just say often, sometimes, or never. O.K.?

Channel 3 (KCRA)
Channel 5 (KPIX)
Channel 6 (KVIE)
Channel 7 (KGO)
Channel 8 (KCET)
Channel 9 (KQED)
Channel 13 (KOVR)

F. Television programs can be designed to provide different things. From your point of view, does television have (1) enough, (2) not enough, or (3) too many of each of these kinds of programs?

Educational
Escape from everyday life
Advice or problem solving
Just laughs
Cultural and dramatic
Information about local issues and problems
Things like "Sesame Street" for children
Information about national issues and politics

L. Now I'm going to list groups of three types of TV programs. For each group of three, tell me which type you or your family would like to see most and which type you would like to see least.

1. Educational or instructional programs
2. Music and dance
3. Science and exploring the world

---

1. National news and public affairs
2. Local meetings of city council, school board, and community groups
3. Local high-school sports

---

1. Practical skills and how-to-do-it programs
2. Information about local issues and problems
3. Drama, art, and culture

---

1. Local meetings of city council, school board, and community groups
2. Practical skills and how-to-do-it programs
3. Music and dance

---

1. Information about local issues and problems
2. Science and exploring the world
3. National news and public affairs

---

1. Drama, art, and culture
2. Educational or instructional programs
3. Local high-school sports

M. Would anyone in your household be interested in TV programs (1) to help adults get a high-school diploma, (2) for general adult education, or (3) for college credit? (If yes, then which ones?

N. Would anyone in your home be interested in watching TV coverage of the state government in action: meetings of the Senate and Assembly, governor's press conferences, and so forth?

O. Now a slightly different kind of question. Would you tell me what you think is the most important problem facing this community today?

And what other significant problems are there?

P. Here's a list of some things that people have said are major problems in the community. Please tell me if you think the problem is (1) very important, (2) somewhat important, (3) not important, (4) don't know.

Population growth and housing
Integration and racial problems
Environment and pollution
Law enforcement and police problems
Drugs and alcoholism
Apathy and lack of community spirit
Poverty and unemployment
Juvenile delinquency and youth
High taxes
Too much noise
Public transportation, roads and traffic
Minority affairs
Community planning and services
Crime and criminals
Mental health problems
Government honesty
Cost of living and prices
Education and school problems
Dogs and litter
The energy crisis

Q. Do you know whether there is an educational or public television station that people can receive in this area?

If there is, what is the channel or the name of the station?

If channel 9, KQED, is there any other educational or public station?

IF KVIE has been mentioned, can you receive channel 6 on a TV set in your home?

R.1. Which of these statements best describes the adults in your home:

1. They never watch KVIE channel 6.
2. They now and then watch KVIE channel 6.
3. They watch channel 6 at least once a week.
4. They are regular viewing fans of channel 6.

R.2. Which program do they watch most often?

R.3. Are there any pre-school or elementary school children in your home?

R.4. Which of these statements best describes the pre-school or elementary school children in your family:

1. They never watch KVIE channel 6.
2. They now and then watch KVIE channel 6.
3. They watch channel 6 at least once a week.
4. They are regular viewing fans of channel 6.

R.5. Which program do they watch most often?

S. Would you tell me if you think the following statements about KVIE channel 6 are (1) very true, (2) somewhat true, (3) not true, or (4) don't know.

...it is struggling along from day to day
...it is doing a good job for the community
...it needs more money to do a good job
...I don't know much about it.

T. Do you know where educational or public television gets the money to show programs without commercials? Where?

U. If people in your home watched public television pretty regularly, do you think that it would be (1) very important, (2) somewhat important, (3) not important, or (4) don't know for you to contribute money to support the station?

V. Here's a list of things that have been offered to new members of public television stations. Would you be (1) much more likely, (2) somewhat more likely, (3)not any more likely, or (4) don't know to join in order to get...

...Books like cookbooks or art books
...Trading stamps
...Gift items like French chef knives
...Membership in a discount travel club

Finally, for statistical purposes only, we need to know a few things about you and your family. We aren't keeping records, your phone number was mechanically picked at random, and we don't even know your name or where you live.

W. How many people including children live in your home?

X_1. Among the people living in your house right now, who has finished the most years of school?

...And what was the last year of school he/she finished?

X.2. And what was the last year of school you finished?

Y. May I ask in what year you were born?

Z. And what is your race or national origin?

AA. And finally, would you say that your political views are:

(1) very conservative
(2) somewhat conservative
(3) somewhat liberal
(4) very liberal
(5) radical

Thank you very much for your time and trouble. We appreciate it.

Table A-1

CHARACTERISTICS OF THE KVIE TELEPHONE SAMPLE

Total Numbers Dialed	1,775	
Rejections for disconnected or business phones	115	
	1,660	Valid numbers
No answer, busy (32.1%)	533	
	1,127	Homes contacted
Refusals	305	
No adult (36), no TV (17),	53	
	769	

46.3% completion rate